

Amendments to and Listing of the Claims:

Please amend claims 28 and 31 as follows:

1. (canceled)
2. (previously presented) The method of claim 28, wherein at least one of the IPG ads or at least one of the programming ads is a targeted ad, thus forming a targeted IPG-programming ad combination.
3. (previously presented) The method of claim 2, wherein the targeted IPG-programming ad combination is assigned to at least one subscriber group, the at least one subscriber group comprising at least one subscriber.
4. (previously presented) The method of claim 3, wherein the targeted IPG-programming ad combination is formed prior to the assignment of the combination to the at least one subscriber group.
5. (previously presented) The method of claim 3, wherein the targeted IPG-programming ad combination is formed subsequent to the assignment of at least one IPG ad or at least one programming ad to the at least one subscriber group.
- 6-9. (canceled)

10. (previously presented) The method of claim 28, wherein viewer interaction with an IPG ad allows a viewer to request additional information regarding a particular linked programming ad.

11. (previously presented) The method of claim 28, wherein viewer interaction with an IPG ad causes a related linked programming ad to be subsequently displayed.

12. (previously presented) The method of claim 28, wherein at least one IPG ad is displayed in the IPG when the IPG is invoked during the presentation of one of the programming ads.

13-27. (canceled)

28. (currently amended) A method of enhancing the effectiveness of IPG ads and programming ads in a television network environment, the method comprising:

(a) storing an IPG ad queue, the IPG ad queue containing an ordered list of IPG ads;

(b) storing a programming ad queue, the programming ad queue containing an ordered list of programming ads to be inserted in a programming avail;

(c) linking at least one IPG ad with at least one programming ad to form at least one IPG-programming ad combination;

(d) displaying one or more IPG ads from the at least one IPG-programming ad combination in the IPG when the IPG is invoked immediately prior to or immediately subsequent to the display of a programming ad in the programming avail, wherein the IPG ads are displayed in accordance with the IPG ad queue; and

(e) reordering the IPG ad queue in accordance with the displayed programming ad.

29. (previously presented) The method of claim 28 further comprising:

(f) reordering the programming ad queue according to the displayed programming ad.

30. (previously presented) The method of claim 28 wherein at least one of the IPG ad queue and the programming ad queue includes unscheduled ads.

31. (currently amended) A method of enhancing the effectiveness of IPG ads and programming ads in a television network environment, the method comprising:

(a) storing an IPG ad queue, the IPG ad queue containing an ordered list of IPG ads;

(b) storing a programming ad queue, the programming ad queue containing an ordered list of programming ads to be inserted in a programming avail;

(c) linking at least one IPG ad with at least one programming ad to form at least one IPG-programming ad combination;

(d) displaying one or more IPG ads from the at least one IPG-programming ad combination in the IPG when the IPG is invoked immediately prior to or immediately

subsequent to the display of a programming ad in the programming avail, wherein the IPG ads are displayed in accordance with the IPG ad queue; and

(e) reordering the IPG ad queue in accordance with a reordering of the programming ad queue.

32. (previously presented) The method of claim 31 further comprising:

(f) reordering the programming ad queue according to the displayed programming ad.

33. (previously presented) The method of claim 31 wherein at least one of the IPG ad queue and the programming ad queue includes unscheduled ads.

34. (previously presented) The method of claim 31, wherein at least one of the IPG ads or at least one of the programming ads is a targeted ad, thus forming a targeted IPG-programming ad combination.

35. (previously presented) The method of claim 34, wherein the targeted IPG-programming ad combination is assigned to at least one subscriber group, the at least one subscriber group comprising at least one subscriber.

36. (previously presented) The method of claim 35, wherein the targeted IPG-programming ad combination is formed prior to the assignment of the combination to the at least one subscriber group.

37. (previously presented) The method of claim 35, wherein the targeted IPG-programming ad combination is formed subsequent to the assignment of at least one IPG ad or at least one programming ad to the at least one subscriber group.

38. (previously presented) The method of claim 31, wherein viewer interaction with an IPG ad allows a viewer to request additional information regarding a particular linked programming ad.

39. (previously presented) The method of claim 31, wherein viewer interaction with an IPG ad causes a related linked programming ad to be subsequently displayed.

40. (previously presented) The method of claim 31, wherein at least one IPG ad is displayed in the IPG when the IPG is invoked during the presentation of one of the programming ads.